



**KSWB**  
7191 Engineer Rd.  
San Diego, CA 92111  
(858) 492-9269

And:

Del Cielo Media  
10755 Scripps Poway Parkway  
Suite #550  
San Diego, CA 92131

Product		Carl DeMaio for Mayor	
Contract Dates		10/22/12 - 10/28/12	Advertiser
Estimate #		C22C28	
Contract / Revision		378743 /	Alt Order #
Original Date / Revision			
Billing Cycle		Billing Calendar	Cash/Trade
EOM/EOC		Broadcast	Cash
Station		Account Executive	Sales Office
KSWB		House House	San Diego KSW
Special Handling			
Demographic			
Adults 35+			
IDB#	Advertiser Code	Product Code	
Agency Ref		Advertiser Ref	

## CONTRACT

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount	
N 1	5	10/22/12	10/26/12	M-F 4p-5p	4p-5p		:30			NM	5	\$875.00	
		Week: 10/22/12	End Date 10/28/12	Weekdays 11111--				Spots/Week 5	Rate \$175.00				
N 2	5	10/22/12	10/26/12	M-F 7a-9a	7a-9a		:30			NM	10	\$2,750.00	
		Week: 10/22/12	End Date 10/28/12	Weekdays 22222--				Spots/Week 10	Rate \$275.00				
N 3	5	10/24/12	10/25/12	World Series on FOX	430p-730pm		:30			NM	2	\$6,800.00	
		Week: 10/22/12	End Date 10/28/12	Weekdays --WT---				Spots/Week 2	Rate \$3,400.00				
N 4	5	10/22/12	10/22/12	Wkday Late News Rotator	10P-11P		:30			NM	2	\$1,000.00	
		Week: 10/22/12	End Date 10/28/12	Weekdays M-W----				Spots/Week 2	Rate \$500.00				
N 5	5	10/27/12	10/28/12	World Series on FOX	430p-730pm		:30			NM	2	\$6,800.00	
		Week: 10/22/12	End Date 10/28/12	Weekdays ----SS				Spots/Week 2	Rate \$3,400.00				
N 6	5	10/28/12	10/28/12	Su 8a-9a	8a-9a		:30			NM	1	\$100.00	
		Week: 10/22/12	End Date 10/28/12	Weekdays -----S				Spots/Week 1	Rate \$100.00				
Totals												22	\$18,325.00
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**Signature:**

Date:

(\* Line Transactions: N = New, E = Edited, D = Deleted)

It is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts. Payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

RJN DATE	8/08/12
RJN TIME	17:13:32
PAGE	1

RATING SERVICE		NSI
DATES	10/01/12 - 11/01/12	
TESTS	10/22/12 - 10/22/12	
DVERAGE		
PVT: NOV11		

	TOTAL SPOTS	RP35+
1990	1,000	1,000
1991	1,000	1,000
1992	1,000	1,000
1993	1,000	1,000
1994	1,000	1,000
1995	1,000	1,000
1996	1,000	1,000
1997	1,000	1,000
1998	1,000	1,000
1999	1,000	1,000
2000	1,000	1,000
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2002	1,000	1,000
2003	1,000	1,000
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2007	1,000	1,000
2008	1,000	1,000
2009	1,000	1,000
2010	1,000	1,000
2011	1,000	1,000
2012	1,000	1,000
2013	1,000	1,000
2014	1,000	1,000
2015	1,000	1,000
2016	1,000	1,000
2017	1,000	1,000
2018	1,000	1,000
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2021	1,000	1,000
2022	1,000	1,000
2023	1,000	1,000
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2032	1,000	1,000
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2089	1,000	1,000
2090	1,000	1,000
2091	1,000	1,000
2092	1,000	1,000
2093	1,000	1,000

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159.09

10 1.9  
144.74

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377.78

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377:18

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TOTAL:	66.4	275.98
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100/2500